IN THE CLAIMS:

Please amend the claims as follows. The claims are in the format as required by 35 C.F.R. § 1.121.

1.   (Previously Presented) A method of profiling a user comprising:

accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a location remote from the user;

accessing second data including at least some of the network addresses and corresponding category information for each of the at least some of the network addresses; and

generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.

2.   (Previously Presented) The method of claim 1, wherein generating the user profile comprises:

creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;

comparing data for the user within the table to existing profiles including a first profile; and

associating the user with the first profile.

3.   (Original) The method of claim 1, further comprising matching the network addresses that are common to the first and second data.

4.   (Original) The method of claim 1, further comprising:

selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and

sending the first marketing information to the user.

5.   (Original) The method of claim 4, wherein:

selecting is performed by a network access provider; and

the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.

6.   (Original) The method of claim 4, wherein:

at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and

the first marketing information comprises an offer to sell the item.

7.   (Original) The method of claim 4, wherein:

selecting comprises selecting the first marketing information and a second marketing information; and

the method further comprises applying a filter, wherein:

the second marketing information is filtered out and the first marketing information passes; and

applying the filter is performed before sending.

8.   (Original) The method of claim 1, further comprising selling the user profile.

9.   (Original) The method of claim 1, wherein:

accessing the second data comprises accessing the corresponding category information from a third-party source; and

the corresponding category information includes meta tags for the network addresses.

10. (Previously Presented) A data processing system readable medium having code embodied therein, the code including instructions executable by a data processing system, wherein the instructions are configured to cause the data processing system to perform a method of profiling a user, the method comprising:

accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a location remote from the user;

accessing second data including at least some of the network address and corresponding category information for each of the at least some of the network addresses; and

generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.

11.   (Previously Presented) The data processing system readable medium of claim 10, wherein generating the user profile comprises:
  creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
  comparing data for the user within the table to existing profiles including a first profile; and
  associating the user with the first profile.

12.   (Original) The data processing system readable medium of claim 10, wherein the method further comprises further comprising matching the network addresses that are common to the first and second data.

13.   (Original) The data processing system readable medium of claim 10, wherein the method further comprises:
  selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and
  sending the first marketing information to the user.

14.   (Original) The data processing system readable medium of claim 13, wherein:
  selecting is performed by a network access provider; and
  the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.

15.   (Original) The data processing system readable medium of claim 13, wherein:
  at least one of the network addresses corresponds to a network site is owned or controlled by a company that sells the item; and
  the first marketing information comprises an offer to sell the item.

16.   (Original) The data processing system readable medium of claim 13, wherein:

selecting comprises selecting the first marketing information and a second marketing

information; and

the method further comprises applying a filter, wherein:

the second marketing information is filtered out and the first marketing

information passes; and

applying the filter is performed before sending.

17.   (Original) The data processing system readable medium of claim 10, wherein the

method further comprises selling the user profile.

18.   (Original) The data processing system readable medium of claim 10, wherein:

accessing the second data comprises accessing the corresponding category

information from a third-party source; and

the corresponding category information includes meta tags for the network addresses.

19.   (New) The method of claim 2, wherein comparing data for the user within the table to

existing profiles includes performing click stream analysis.

20.   (New) The method of claim 2, wherein comparing data for the user within the table to

existing profiles includes:

applying data mining rules to the data for the user to determine characteristics of the

user; and

comparing the characteristics of the user to characteristics included in the existing

profiles.

21.   (New) The data processing system readable medium of claim 11, wherein comparing

data for the user within the table to existing profiles includes performing click stream

analysis.

22.   (New) The data processing system readable medium of claim 2, wherein comparing

data for the user within the table to existing profiles includes

applying data mining rules to the data for the user to determine characteristics of the

user; and

comparing the characteristics of the user to characteristics included in the existing profiles.